

## **Note:**

The Comms Kit is a document created by the Assembly Team (MASS LBP) and developed in coordination with the Communications Departments of the City of Victoria and District of Saanich for their use in promoting the events and updates of the Citizens' Assembly to the broader public. Each Comms Kit includes a date on which it was considered approved by all parties and ready for use. Questions about the Comms Kits can be directed to the Assembly Team at

[info@victoriasaanich.ca](mailto:info@victoriasaanich.ca)

# Municipal Comms. Kit #1

Campaign 1 - Version 1 - January 4 — For immediate release/use

## Residents' Inquires

Website	Project Email	Toll-free Hotline
<a href="http://www.victoriasaanich.ca">www.victoriasaanich.ca</a>	info@victoriasaanich.ca	+1 833 319-1901

## Social Media Inventory

Victoria		Saanich	
1. <a href="#">Facebook</a>	1. <a href="#">News</a>	1. <a href="#">Facebook</a>	1. <a href="#">News</a>
2. <a href="#">Instagram</a>	2. <a href="#">Events</a>	2. Instagram (?)	2. <a href="#">Events</a>
3. <a href="#">Twitter</a>	3. <a href="#">Engagement</a>	3. <a href="#">Twitter</a>	3. Engagement (?)
4. <a href="#">LinkedIn</a>	4. <a href="#">Newsletter</a>	4. <a href="#">LinkedIn</a>	4. <a href="#">Newsletter</a>

## Goals

- Announce the start of the project
- Announce the project website
- Announce the February 1st, 2024, Info Session / or the recording of it

## Phase I Website Strategy

- Publish in mid-December for shakedown
- Promote in January when people are refocused
- Post core content about the citizens' assembly process
- Set expectations that further content will be coming
- Promote registration of the February 1st information session

## Suggested Messages

**Note:** Images are provided on the last page of this document.

**Twitter**

Register now for the Victoria-Saanich Citizens' Assembly (VSCA) on Municipal Amalgamation online info session: Feb 1 from 7-8p. Join Assembly Chair @petermacleod to learn more about the Assembly process, dates, mandate & more. Register at [victoriasaanich.ca/register](https://victoriasaanich.ca/register) #citizensassembly #victoria #saanich #VSCA

## Facebook/Instagram

The Victoria-Saanich Citizens' Assembly (VSCA) on Municipal Amalgamation is launching in 2024! Join members of the VSCA project team for an online info session on Thursday, February 1, from 7:00 p.m. to 8:00 p.m. to learn more about the assembly process and mandate, key dates and events, and how you can be involved. #VSCA

Register now at [victoriasaanich.ca/register](https://victoriasaanich.ca/register)

## LinkedIn

The Victoria-Saanich Citizens' Assembly (VSCA) on Municipal Amalgamation is launching in 2024!

Join members of the VSCA project team for an online info session on Thursday, February 1, from 7:00 p.m. to 8:00 p.m.

Meet Assembly Chair Peter MacLeod, ask questions, and learn more about:

- How Citizens' Assemblies are used
- The Assembly's mandate and origins
- The Assembly Secretariat and Chair
- The role of the Advisory and Oversight Committee
- How members of the public will be recruited and selected
- When the Assembly will take place
- How you can participate in a community roundtable or make a submission to the Assembly

Register now at [victoriasaanich.ca/register](https://victoriasaanich.ca/register)

Learn more at [victoriasaanich.ca](https://victoriasaanich.ca)

#citizensassembly #victoria #saanich #VSCA

## Website News/Events & Newsletter

Mark Your Calendar: Victoria-Saanich Citizens' Assembly on Municipal Amalgamation Info Session is Thursday, February 1, from 7:00 p.m. to 8:00 p.m.

The [Victoria-Saanich Citizens' Assembly](#) on Municipal Amalgamation is launching this year! Forty-eight residents randomly selected via civic lottery will spend eight Saturdays together learning, deliberating, and making recommendations that will help shape the future of Victoria and Saanich.

Join representatives from the Citizens' Assembly project team for an online info session, including a sneak peek at the Assembly process. During this one-hour session, you can meet Assembly Chair Peter MacLeod, ask questions, and learn more about:

- How Citizens' Assemblies are used
- The Assembly's mandate and origins
- The Assembly Secretariat and Chair
- The role of the Advisory and Oversight Committee
- How members of the public will be recruited and selected
- When the Assembly will take place
- How you can participate in a community roundtable or make a submission to the Assembly

Register now at [victoriasaanich.ca/register](https://victoriasaanich.ca/register)

**Date:** Thursday, February 1

**Time:** 7:00 p.m. to 8:00 p.m.

**Format:** Online (Zoom)

*Open to the public via free registration*

Learn more at [victoriasaanich.ca](https://victoriasaanich.ca)

### **Placeholder webpage content**

The Victoria-Saanich Citizens' Assembly on Municipal Amalgamation project website launched in December 2023!

[www.victoriasaanich.ca](https://www.victoriasaanich.ca)

Learn more about how forty-eight residents randomly selected via civic lottery will spend eight Saturdays together learning, deliberating, and making recommendations that will help shape the future of Victoria and Saanich.

Updates about the assembly, public meetings, and other engagement opportunities will be posted there.

## **Project Timeline**

Please note that all dates are subject to change. Details will be added as they become available. Visit [www.victoriasaanich.ca/schedule](http://www.victoriasaanich.ca/schedule) for the most up-to-date information.

- December 20, 2023: Project website published.
- January 10, 2024: Project website promotion begins.
- January 15, 2024: Technical Study RFP is issued.
- February 1, 2024, 7:00 p.m. to 8:00 p.m.: The “First Look” online Public Information Session.
- February 15, 2024: Technical Study RFP closes (refer to RFP document for confirmed deadline).
- February 23, 2024: Technical Study Contract is awarded.
- April 3, 2024: Ten thousand invitations are delivered to randomly selected households in Victoria and Saanich.
- May 21, 2024: Deadline to volunteer for the Citizens’ Assembly.
- May 27 to June 1, 2024: Assembly members are selected and notified.
- September to December, 2024: First four Assembly meetings take place.
- December 20, 2024: Interim Report and Technical Study Report are issued.
- January 2025: First two public roundtable meetings take place.
- January to April, 2025: Final four Assembly meetings take place.
- February 2025: Final two public roundtable meetings take place.
- June 2, 2025: Final report of the Citizens’ Assembly is issued.

## Links

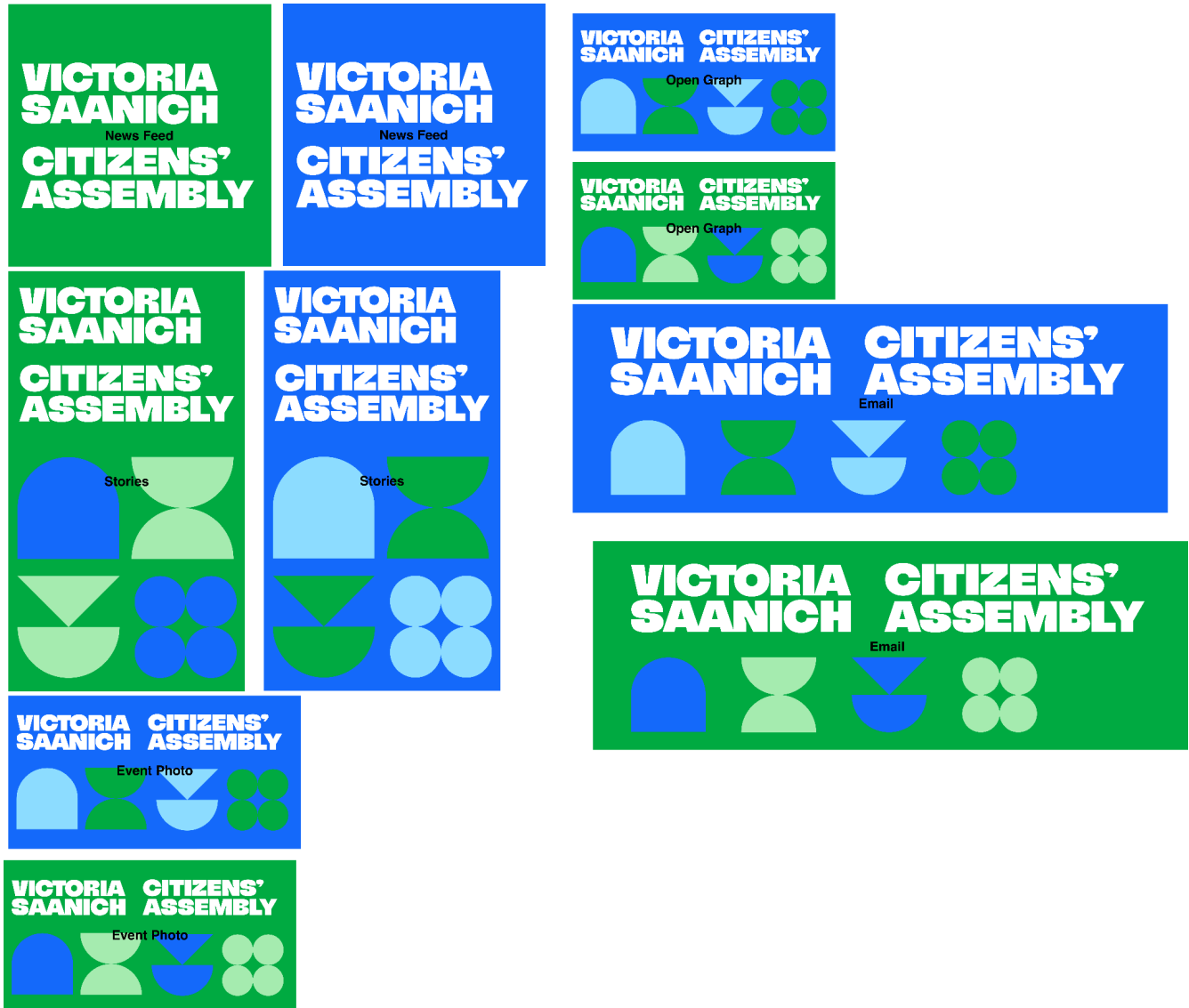
Main website: [www.victoriasaanich.ca](http://www.victoriasaanich.ca)

## #Hashtags

#citizensassembly #civiclottory #victoria #saanich #VSCA

## VSCA Branded Social Images

[Link to share folder](#)



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